



# SOLUTION PROFILE COUNTERPOINT ONLINE

for the retail industry



CounterPoint Online (CPOne) from Radiant Systems is an e-commerce and web-hosting service designed exclusively for merchants using the Radiant Systems' CounterPoint SQL and CounterPoint V7 retail management solutions. With easy set up, flexible configuration, and powerful retail functionality, CPOne can help you quickly extend your product offering to the web. Attract new customers and get more value from your existing ones. It's fully integrated with your CounterPoint system, saving you time and money on administration and ensuring a seamless shopping experience for your customers.

## ➤ INCREASE SALES

Quickly and cost effectively extend your retail offering to the web. Generate higher revenue by attracting new customers and reaching your existing ones in a novel, engaging way.

## ➤ DELIVER AN EXCEPTIONAL ONLINE EXPERIENCE

Ensure your customers' online shopping experience is as good as it is in your traditional bricks-and-mortar store. Display your entire product line in an eye-catching layout, offer intuitive step-by-step ordering and provide convenient, secure payment options.

## ➤ SIMPLIFY SETUP AND MAINTENANCE

Get your online store up and running in hours. Leverage your existing CounterPoint database and use professionally designed templates and "point-and-click" page editors to set up and maintain your web site with minimal time and effort.

## ➤ EASILY CUSTOMIZE THE SITE TO MEET YOUR NEEDS

Add your own images, create a custom contact form, highlight featured items, customize search options, and more – all without editing a single line of software code.

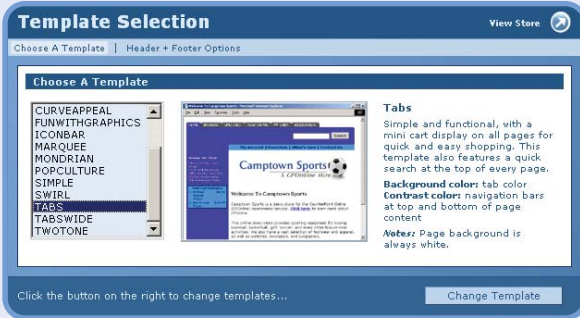
## ➤ BENEFIT FROM SEAMLESS INTEGRATION

Maintain your traditional and online stores at the same time, using the same administration tools and database to manage inventory, customer records and customer orders.



# CPOnline: An Online Retail Solution for CounterPoint

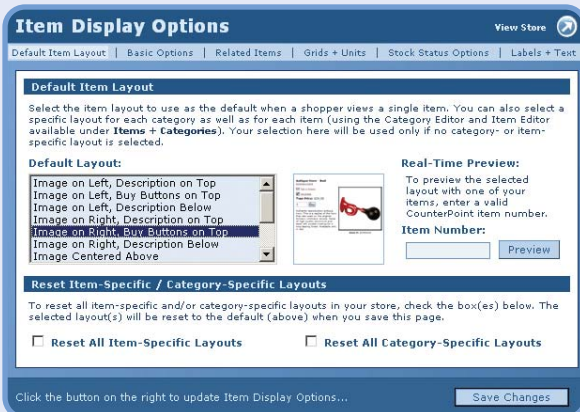
CPOnline delivers all of the capabilities you need to build a successful, profitable online presence. Key features of the solution include:



## ONLINE STORE SETUP

Logical. Intuitive. Flexible to meet your needs. CPOnline provides quick, easy set up, allowing you to launch your online store in no time.

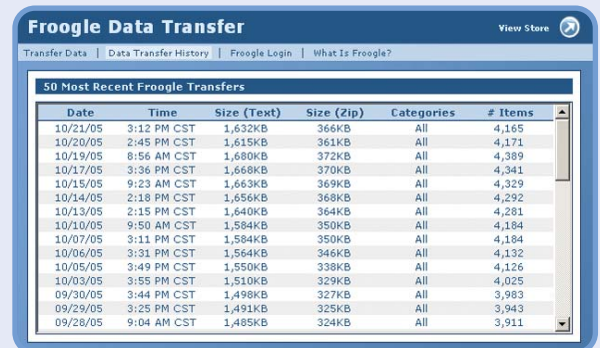
- Establish your site's overall look and feel using professionally designed templates and built-in pages, including the home page, new items, specials, shopping cart, contact page, site map, policy page and more.
- Tailor the selected templates to suit your needs using a simple-to-use point-and-click layout editor.
- Modify the online store's content using CPOnline's Store Management Tools and apply changes with the click of a mouse.
- Create splash pages to welcome customers to your site and define up to 25 extra pages for your storefront.
- Easily add images, create a custom contact form, customize search options, highlight featured items, and more without rewriting any HTML code.



## SALES AND MARKETING

Reach out to new and existing customers with powerful marketing tools and provide a convenient, worry-free online purchasing experience.

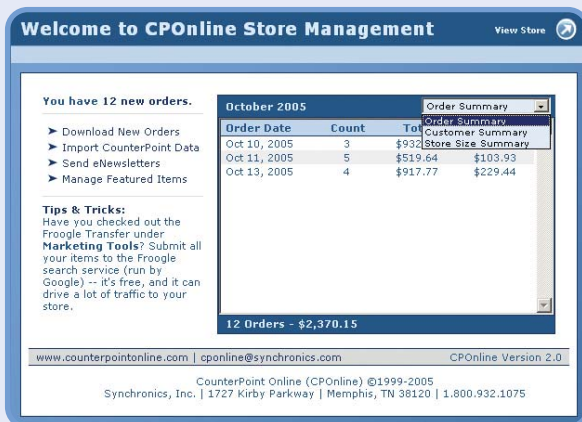
- Inform your online customers about new items and promotions with automated emails.
- Offer member pricing and members-only items.
- Provide automated shipping calculations for FedEx, UPS and USPS and allow customers to track package deliveries from your online storefront.
- Support instant Froogle® submissions.
- Support CPGateway, standard CounterPoint pay codes, PayPal and accounts receivable, giving your customers a wide variety of convenient payment options.
- Ensure secure credit card transactions with advanced CVV2/CVC2 verification.
- Track sales, customer purchases, promotion results and more using a comprehensive set of reports.
- Implement a number of premium features to enhance your site, including automated data transfer, CounterPoint ticket history, restricted store access, and tax rate lookup by zip code.



## COUNTERPOINT INTEGRATION

Manage your online store with minimal additional time and effort, leveraging your existing CounterPoint applications and database.

- Update inventory in CounterPoint and instantly publish changes to CPOne.
- Upload customer records from CounterPoint and invite your existing customers into your online store.
- Send customer orders from CPOne to CounterPoint for quick, easy fulfillment.



## ADDITIONAL SERVICES

Make the most of your online store, using additional services provided by Radiant Systems.

- **Domain Name** – direct your own domain name to your CPOne store and make it easier for customers to locate your new virtual address.
- **SSL Certificate** – your CPOne store includes a built-in Secure Sockets Layer (SSL) certificate that encrypts sensitive information for safe transfer over the Internet.
- **Web Design** – if none of the standard design templates in CPOne meets your needs, Radiant can work with you to create a truly unique look for your online store.
- **On-site Set Up Assistance** – a member of the CPOne team will come to your office to assist you in laying the foundation for your online store.



## Success Using CPOne: Jimmy Buffett's Margaritaville

How does a pirate look at fifty? Like a musical entrepreneur with a chain of retail stores and an ecommerce state of mind. More than fifteen years ago, Jimmy Buffett began to manufacture and sell apparel, books, gifts, and CDs to his devoted fans. With stores anchored in the United States and Jamaica, several of Jimmy Buffett's Margaritaville stores have been using CounterPoint for years.

In 2000, the Key West location struck gold when they discovered CounterPoint's perfect partner, CPOne. The company already had a heavily trafficked website—adding a link to their new online store was easy. CounterPoint Business Partner Microcomputer Consultant Group of Kenner, LA, worked with Martin Lehmann and Veronica Schill, Margaritaville's mail order management team, to launch the online store.

It's been smooth sailing ever since, with their CPOne store reeling in more than 2,000 orders a month. Lehmann's primary goal—"Keep it simple." They use CounterPoint's existing inventory and customer data as the cornerstone for their online store. The bulk email capability is one of Lehmann's favorite features.

"We can send out new items and special items, plus we can put any message in there that we want. Right now we have over twenty thousand email addresses. Any time we want to send something out, whether it is related to store sales or not, we can send a message to twenty thousand people in five or ten minutes," said Lehmann.

With the increasing popularity of online shopping, Margaritaville isn't going to let their ecommerce opportunities waste away.



# Rave Reviews for CPOne...



*"CPOne is better for us than any alternative ecommerce system."*

Frank Kennedy,  
*Norman Rockwell Museum*  
[store.nrm.org/browse.cfm](http://store.nrm.org/browse.cfm)

*"It's an excellent solution for the CounterPoint retailer, giving them another channel for growth."*

Richard Witmer,  
*Skirack*  
[www.skirack.com](http://www.skirack.com)



*"CPOne is easy to work with."*

Lisa Heider,  
*College Traditions*  
[www.collegetraditions.com](http://www.collegetraditions.com)



*"It's so easy to use the Store Administration to configure your site. I just explored a bit and found what I was looking for."*

Jenny Condon,  
*J. C. Madison*  
[www.jcmadison.com](http://www.jcmadison.com)



# Merchants Using CPOne

- Alabama Outdoors Inc.
- All Seasons Pools & Spas
- Allure
- Board & Basket
- Bob's Cycle Supply
- Boundary Waters Catalog
- Cajun Specialty Meats
- City of Chicago
- Claro's Italian Market
- College Traditions, Inc.
- Corning Museum of Glass
- Dartmouth Co-op
- DecalGirl
- Del Mar Fairgrounds
- Denny's Gift Den
- Dinstuhl's Fine Candy
- Dole Plantation
- Father's Country Hams
- Fishs Eddy
- Funk and Standard
- Furniture Woodworks
- Grape and Granary
- Great Smoky Mountains Association
- Haute Baby
- Healthy Eden
- Historic Charleston Foundation
- Hi-Valley Chemical
- Honolua Surf Co. Online Surf Shop
- Irish Indeed
- Jewelry Display
- Jimmy Buffett's Margaritaville
- Kelly's Sports
- Leinie Lodge Online
- Longaberger
- Looby Loo Kids
- Loop Online
- Mast General Store
- Meca Truck Chrome
- Metropolitan Uniform
- Middleton Cycle & Fitness
- Moravian Book Shop
- Morrison Brothers Music
- Music Land USA
- Nautiques
- Norman Rockwell Museum
- Ohio Statehouse Museum Shop
- Oklahoma City National Memorial
- Orthofeet
- Osmun Music
- Pan de Vida
- Pink Slip
- Polo Gear
- Princeton Ski Shops
- Rain City Cigar
- Resident Shoppers Service
- Sam Flax Stores
- Scandinavian Marketplace
- Schorin Company
- Sears Supply Company
- Ski Rack Inc.
- Snoopy's Gallery
- SoHa Living
- Spa Elegance
- Steamboat Art Company
- Teaching Stuff
- That's Our Bag, Inc.
- The Secret Closet
- Twin Cities Magic & Costume Shop
- Under the Palm Tree
- USA Baby Dallas Fort Worth
- Vintage Wines Limited
- Wags & Whiskers
- Xpedx
- Yarniverse

## Get Started

To open your CPOne store,  
contact your CounterPoint Business Partner  
or visit [www.CounterPointOnline.com](http://www.CounterPointOnline.com).



FOR MORE INFORMATION, PLEASE VISIT US AT  
[WWW.RADIANTSYSTEMS.COM](http://WWW.RADIANTSYSTEMS.COM) OR CONTACT US AT 877.794.RADS

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CP-ONLINE-0706

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